

Message Text

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ACTION EA-07

INFO OCT-01 ISO-00 EB-05 RSC-01 DRC-01 /015 W

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R 160250Z AUG 74

FM AMEMBASSY TOKYO

TO USDOC WASHDC

INFO SECSTATE WASHDC 3954

UNCLAS TOKYO 10636

COMMERCE FOR OIM/WELCH

E.O. 11652: N/A

TAGS: BEXP, JA

SUBJECT: MARKET RESEARCH: ANNUAL CONTRACT FY 75 - JAPAN

RE: STATE 159440

1. TC RECEIVED EIGHT BIDS FROM TEN COMPANIES INVITED TO BID.
ALL BIDS BASED ON MINIMUM FOUR, MAXIMUM SIX STUDIES DURING
CONTRACT YEAR SEPTEMBER 1, 1974 TO AUGUST 31, 1975. PRICE PER
STUDY AND TOTAL PRICE PROPOSED AS FOLLOWS (YEN300 EQUALS US\$1.00):

FIRM	PER STUDY	TOTAL
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A. DODWELL	YEN1,050,000(\$3,500)	YEN4,200,000(\$14,000)
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MARKETING
CONSULTANTS

B. INTERNATIONAL	YEN1,350,000(\$4,500)	YEN5,400,000(\$18,000)
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BUSINESS INFORMATION

(IBI)

C. T.S. JOHNSEN	YEN1,000,000(\$3,333)	YEN4,000,000(\$13,333)
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& CO.

D. A.T. KEARNEY	YEN990,000(\$3,300)	YEN3,960,000(\$13,200)
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INT'L

E. NICHIBEI	YEN1,200,000(\$4,000)	YEN4,800,000(\$16,000)
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TECHNICAL
CONSULTANTS

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F. PACIFIC	YEN1,200,000(\$4,000)	YEN4,800,000(\$16,000)
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PROJECTS

G. PEAT, MARWICK, YEN1,350,000(\$4,500) YEN5,400,000(\$18,000)
MITCHELL & CO.

H. TRANSWORLD YEN800,000(\$2,666) YEN3,200,000(\$10,666)
RESEARCH INC.

2. TC GRATIFIED TO NOTE LARGE NUMBER OF PROPOSALS AT
COMPETITIVE PRICES AND GENERAL HIGH QUALITY OF ALL BIDS
SUBMITTED. FYI - PRICE RANGE INDICATED PARA 4 REFTEL TOO
LOW FOR JAPAN FOR QUALITY PRODUCT.

3. TRANSWORLD WAS AGAIN LOW BIDDER BUT TC NOT COMPLETELY
SATISFIED THEIR PERFORMANCE OVER THE PAST YEAR WITH REGARD
TO QUALITY OF PRODUCT AND CAPABILITY TO MEET DEADLINES.
THEREFORE, TC RECOMMENDS TRI NOT BE AWARDED CONTRACT.

4. WITHIN PRICE RANGE NGGISXIN PARA 4 REFTEL, T.S. JOHNSEN
AND A.T. KEARNEY MOST COMPETITIVE. BOTH FIRMS HAVE SUBMITTED
EXCELLENT PROPOSALS AND BOTH WELL QUALIFIED TO CONDUCT OIM
MARKET RESEARCH. BASED ON COMPREHENSIVE PROPOSAL AND FACT
KEARNEY WILL DRAW UPON RESOURCES OF SUMITOMO BUSINESS
CONSULTING COMPANY, TC RECOMMENDS ANNUAL CONTRACT BE AWARDED
TO A.T. KEARNEY INTERNATIONAL INC.

5. COPY ALL BIDS MAILED OIM AUGUST 14.
HODGSO

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Message Attributes

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Disposition Authority: n/a
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Disposition Date: 01 JAN 1960
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